

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (original): A computerized method of branding a software product comprising:

assigning a namespace to each of a plurality of resource files, said resource files each containing one or more branding resources;

grouping the resource files according to the assigned namespaces;

executing an interface to call a group of resource files as a function of a selected namespace; and

searching the called group of resource files for one or more of the branding resources to be installed in the software product.

Claim 2 (currently amended): The computerized method of claim 1, further comprising centrally storing the plurality of branding resources.

Claim 3 (currently amended): The computerized method of claim 1, wherein assigning the namespaces comprises identifying which of the branding resources contained in the resource files correspond to specific brands.

Claim 4 (currently amended): The computerized method of claim 1, wherein each of the resource files comprises a dynamic-link library.

Claim 5 (currently amended): The computerized method of claim 4, wherein the branding resources reside in one or more of the dynamic-link libraries associated therewith, and wherein executing the interface comprises accessing the branding resources in the associated dynamic-link libraries.

Claim 6 (currently amended): The computerized method of claim 1, wherein at least one of the branding resources comprises an image associated with the software product.

Claim 7 (currently amended): The computerized method of claim 1, wherein at least one of the branding resources comprises a character string identifying the software product.

Claim 8 (currently amended): The computerized method of claim 1, further comprising embedding, in each of the resource files, metadata identifying the branding resources contained therein, and wherein the called group of resource files is searched for the branding resources to be installed in the software product based on the embedded metadata.

Claim 9 (currently amended): The computerized method of claim 1, wherein each of the resource files has a branding manifest associated therewith, and further comprising identifying the branding resources contained in each of the resource files with the associated branding manifest.

Claim 10 (currently amended): The computerized method of claim 9, wherein identifying the branding resources includes indicating, with the associated branding manifest, whether one or more of the branding resources contained in the resource file can be overwritten by a third party.

Claim 11 (currently amended): The computerized method of claim 9, wherein identifying the branding resources includes indicating, with the associated branding manifest, a resource type for each of the branding resources contained in the resource file.

Claim 12 (currently amended): The computerized method of claim 9, further comprising adding one or more branding resources to at least one of the resource files and updating the branding manifest associated therewith.

Claim 13 (currently amended): The computerized method of claim 9, wherein the branding manifest comprises an extensible markup language file.

Claim 14 (currently amended): The computerized method of claim 1, wherein the interface is an application programming interface.

Claim 15 (currently amended): The computerized method of claim 1, wherein the software product comprises a plurality of binary files organized into components, each of said components having a component manifest associated therewith for identifying the component and specifying one or more dependencies of the component, and further comprising specifying a dependency from at least one selected component to the interface for accessing the branding resources to be installed in connection with the selected component.

Claim 16 (currently amended): The computerized method of claim 15, wherein specifying the dependency from the selected component to the interface includes specifying the selected namespace, said selected namespace corresponding to a specific brand.

Claim 17 (currently amended): The computerized method of claim 16, wherein specifying the selected namespace includes specifying another namespace corresponding to a different specific brand to modify the branding of the software product.

Claim 18 (currently amended): The computerized method of claim 1, wherein One or more computer-readable media have computer-executable instructions for performing the computerized method of claim 1.

Claim 19 (original): One or more computer-readable media comprising:

a plurality of centrally stored resource files, said resource files each containing one or more branding resources and having a namespace assigned thereto, said resource files further being grouped according to the assigned namespaces; and

a branding engine for calling a group of resource files as a function of a selected namespace and searching the called group of resource files for one or more of the branding resources to be installed in the software product.

Claim 20 (currently amended): The computer-readable media of ~~claim 1~~claim 19, wherein the assigned namespaces identify which of the branding resources contained in the resource files correspond to specific brands.

Claim 21 (currently amended): The computer-readable media of claim 19~~claim 1~~, wherein each of the resource files comprises a dynamic-link library.

Claim 22 (original): The computer-readable media of claim 21, wherein the branding resources reside in one or more of the dynamic-link libraries associated therewith, and wherein the branding engine accesses the branding resources in the associated dynamic-link libraries.

Claim 23 (currently amended): The computer-readable media of claim 19~~claim 1~~, wherein at least one of the branding resources comprises an image associated with the software product.

Claim 24 (currently amended): The computer-readable media of claim 19~~claim 1~~, wherein at least one of the branding resources comprises a character string identifying the software product.

Claim 25 (currently amended): The computer-readable media of claim 19~~claim 1~~, wherein each of the resource files includes embedded metadata identifying the branding resources contained therein, and wherein the branding engine searches the called group of resource files for the branding resources to be installed in the software product based on the embedded metadata.

Claim 26 (currently amended): The computer-readable media of claim 19~~claim 1~~, wherein each of the resource files has a branding manifest associated therewith identifying the branding resources contained therein.

Claim 27 (currently amended): The computer-readable media of ~~claim 9~~claim 26, wherein the branding manifest includes a data field for indicating whether one or more of the branding resources contained in the associated resource file can be overwritten by a third party.

Claim 28 (currently amended): The computer-readable media of claim 26~~claim 9~~, wherein the branding manifest includes a data field for indicating a resource type for each of the branding resources contained in the resource file.

Claim 29 (currently amended): The computer-readable media of ~~claim 26~~claim 9, wherein the branding manifest comprises an extensible markup language file.

Claim 30 (currently amended): The computer-readable media of ~~claim 13~~claim 19, wherein the branding engine comprises an application programming interface.

Claim 31 (original): A computerized method of branding a software product comprising:

- assigning a namespace to each of a plurality of resource files, said resource files each containing one or more branding resources;

- embedding, in each of the resource files, metadata identifying the branding resources contained therein;

- executing an interface to call at least one of the resource files as a function of a selected namespace; and

- searching the called resource file for one or more of the branding resources to be installed in the software product based on the embedded metadata.

Claim 32 (currently amended): The computerized method of claim 31, further comprising grouping the resource files according to the assigned namespaces, and wherein the interface calls a group of resource files as a function of a selected namespace.

Claim 33 (currently amended): The computerized method of claim 31, further comprising centrally storing the plurality of branding resources.

Claim 34 (currently amended): The computerized method of claim 31, wherein assigning the namespaces comprises identifying which of the branding resources contained in the resource files correspond to specific brands.

Claim 35 (currently amended): The computerized method of claim 31, wherein each of the resource files comprises a dynamic-link library.

Claim 36 (currently amended): The computerized method of claim 35, wherein the branding resources reside in one or more of the dynamic-link libraries associated therewith, and wherein executing the interface comprises accessing the branding resources in the associated dynamic-link libraries.

Claim 37 (currently amended): The computerized method of claim 31, wherein at least one of the branding resources comprises an image associated with the software product.

Claim 38 (currently amended): The computerized method of claim 31, wherein at least one of the branding resources comprises a character string identifying the software product.

Claim 39 (currently amended): The computerized method of claim 31, further comprising indicating, with the embedded metadata, whether one or more of the branding resources contained in the resource files can be overwritten by a third party.

Claim 40 (currently amended): The computerized method of claim 39, further comprising indicating, with the embedded metadata, a resource type for each of the branding resources contained in the resource files.

Claim 41 (currently amended): The computerized method of claim 39, further comprising adding one or more branding resources to at least one of the resource files and updating the metadata embedded therein.

Claim 42 (currently amended): The computerized method of claim 39, wherein an extensible markup language file contains the embedded metadata.

Claim 43 (currently amended): The computerized method of claim 31, wherein the interface is an application programming interface.

Claim 44 (currently amended): The computerized method of claim 31, wherein the software product comprises a plurality of binary files organized into components, each of said components

having a component manifest associated therewith for identifying the component and specifying one or more dependencies of the component, and further comprising specifying a dependency from at least one selected component to the interface for accessing the branding resources to be installed in connection with the selected component.

Claim 45 (currently amended): The computerized method of claim 44, wherein specifying the dependency from the selected component to the interface includes specifying the selected namespace, said selected namespace corresponding to a specific brand.

Claim 46 (currently amended): The computerized method of claim 45, wherein specifying the selected namespace includes specifying another namespace corresponding to a different specific brand to modify the branding of the software product.

Claim 47 (currently amended): The computerized method of claim 31, wherein ~~One~~ one or more computer-readable media have computer-executable instructions for performing the computerized method of claim 31.